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Abstract (Document Summary)

Fruit of the Loom Inc. is developing a Web-based ordering system for 50 distributors of its Activewear product line. Each distributor will be provided with a custom Web site to enable its customers to review inventory online, check availability and prices, and order products. Snickelways Interactive, a digital marketing company, is developing the interface for the Activewear Online application and constructing the Web sites.

Full Text (298 words)*Copyright Network World Inc. Jun 3, 1996*

A clothing company is applying the same style of custom fit, support and sizing to its online presence in an effort to increase and ease the distribution of its products.

Fruit of the Loom. Inc. is developing a Webbased ordering system for 50 distributors of its Activewear product line. Each distributor will be provided with a custom Web site to enable its customers-primarily silk-screen printers, embroiderers and garment decorators - to review inventory online, check availability and prices, and order products around the clock.

Snickelways Interactive, a New York-based digital marketing company, is developing the. interface for the Activewear Online application and constructing the Web sites, which will be hosted by Connect, Inc., an Internet service provider and server farm in Mountain View, Calif.

According to Snickelways, focusing on information exchange and de-emphasizing financial transactions allowed them to meet Fruit of the Loom's needs.

"While everyone else is struggling to put up something transactional and worrying about credit card numbers, we have focused on communication and other end-user benefits," said Andy Howarth, president of Snickelways Interactive. The distributors will continue to use whatever billing systems they had in place with their customers, he added.

The 50 Web sites will be functionally equivalent, but the actual functions and appearance can be tailored to meet the needs and tastes of each distributor, Howarth said. Once the sites are constructed, distributors can use Snickelways' Digital Cockpit tool to evaluate traffic patterns and sales, post promotions and monitor chat rooms.

"This is really an advantage for the distributors," said Pat Flynn, vice president of systems development for Fruit of the Loom. "They can look as big as Levi does on the Web, and customize their own [Web sites] without investing in the tools or worrying about hosting the site."

Snickelways: (212) 6756030.

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